

United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/650,605	08/30/2000	Gilma A. Z. Perkins	MSFT-0166/144193.1	9087
41505	7590 02/21/2006		EXAMINER	
WOODCOCK WASHBURN LLP (MICROSOFT CORPORATION) ONE LIBERTY PLACE - 46TH FLOOR			ALVAREZ, RAQUEL	
	PHIA, PA 19103	JK	ART UNIT PAPER NUMBER	
	,		3622	
			DATE MAILED, 02/21/200	•

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)	
	09/650,605	PERKINS ET AL.	
Office Action Summary	Examiner	Art Unit	
	Raquel Alvarez	3622	
The MAILING DATE of this communication for Reply		vith the correspondence addre	ess
A SHORTENED STATUTORY PERIOD FOR WHICHEVER IS LONGER, FROM THE MAI - Extensions of time may be available under the provisions of after SIX (6) MONTHS from the mailing date of this commun - If NO period for reply is specified above, the maximum statul - Failure to reply within the set or extended period for reply wil Any reply received by the Office later than three months afte earned patent term adjustment. See 37 CFR 1.704(b).	ILING DATE OF THIS COMMUN 37 CFR 1.136(a). In no event, however, may a ication. tory period will apply and will expire SIX (6) MO II, by statute, cause the application to become a	ICATION. a reply be timely filed ONTHS from the mailing date of this commandation (35 U.S.C. § 133).	
Status			
1)⊠ Responsive to communication(s) filed 2a)⊠ This action is FINAL. 2b 3)□ Since this application is in condition fo closed in accordance with the practice) ☐ This action is non-final. r allowance except for formal ma	• •	erits is
Disposition of Claims			
4) Claim(s) 1-10 and 20-27 is/are pending 4a) Of the above claim(s) is/are 5) Claim(s) is/are allowed. 6) Claim(s) 1-10 and 20-27 is/are rejected to. 7) Claim(s) is/are objected to. 8) Claim(s) are subject to restriction Application Papers 9) The specification is objected to by the second to a subject to restrict to the second to a subject to the second to a subject to the second to a subject to the second to be subjected to by the second to a subject to the second to be subjected to	withdrawn from consideration. d. on and/or election requirement. Examiner. a) accepted or b) objected to on to the drawing(s) be held in abeyane correction is required if the drawing	ance. See 37 CFR 1.85(a). g(s) is objected to. See 37 CFR	• •
11) The oath or declaration is objected to b	y the Examiner. Note the attache	ed Office Action of form PTO	-152.
Priority under 35 U.S.C. § 119 12) Acknowledgment is made of a claim fo a) All b) Some * c) None of: 1. Certified copies of the priority do 2. Certified copies of the priority do 3. Copies of the certified copies of application from the International	ocuments have been received. Ocuments have been received in the priority documents have been all Bureau (PCT Rule 17.2(a)).	Application No n received in this National St	age
Attachment(s) 1) Notice of References Cited (PTO-892) 2) Notice of Draftsperson's Patent Drawing Review (PTC 3) Information Disclosure Statement(s) (PTO-1449 or PT Paper No(s)/Mail Date	0-948) Paper No	Summary (PTO-413) o(s)/Mail Date Informal Patent Application (PTO-1	52)

Application/Control Number: 09/650,605

Art Unit: 3622

DETAILED ACTION

Page 2

1. This office action is in response to communication filed on 12/9/2005.

2. Claims 1-10 and 20-27 are presented for examination.

Claim Rejections - 35 USC § 112

The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

3. Claims 1-10 and 20-27 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. The business directory listings being child nodes of the leaf nodes and the business category nodes being parent nodes of the leaf nodes.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 4. Claims 1-27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Yacoby et al. (6,516,311 hereinafter Jacoby).

With respect to claims 1-10, 20 Yacoby teaches a computer-implemented method to register business directory listing and advertisements (Abstract). Providing a computer-based directory of business listings and advertisements, said directory being stored in a data store and comprising data organized as a tree having nodes, wherein a plurality of nodes are representative of business categories, and plurality of said nodes are leaf level nodes, and a plurality of said nodes are business directory listings having standard industry codes associated therewith, wherein only said leaf nodes map to said business directory listing nodes (col. 9, lines 13-25); accepting, from a client, via a network, at least one request to register a desired business listing and/or advertisement, said request indicating at least one of said business categories and association with said desired business listing (col. 13, lines 11-24);

Storing said desired business listing and/or advertisement in said directory according to said at least one of said business categories (see col. 15, lines 1-41); the registration may be performed specifying at least editorial nodes (col. 14, lines 38-41); a user interface to accept instructions for the manipulation and display of data via the Internet (col. 12, lines 25-51).

With respect to the newly added feature of the business directory listing being child nodes of the leaf nodes and the business category nodes being parent nodes of the least leaf nodes it would have been obvious to have included in the Yacoby's reference for directory listings to have parent and child relationships because such a modification would allow for relevancy between the nodes.

Art Unit: 3622

Claims 21, 25 and 27 further recite well known information necessary to advertise a product or service. Since Yacoby teaches advertising a product or service then it would have been obvious to obtain certain information such as the description desired, the number of lines desired, the text to be printed, the color desired and image and titles in order to customize the individual ads. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included the above steps in the advertisements of Yacoby in order to obtain the above mentioned advantage.

With respect to claim 22, Yacoby further teaches prompting the user to enter e-mail address (col. 12, lines 26-39).

With respect to claims 23-24, Yacoby further teaches a hyperlink to the user's content and prompting the user to input an URL for the website (col. 13, lines 1-10).

Claim 26 further recites displaying the ads according to a particular rotation scope which defines a display frequency of one or more geographic areas. Official notice is taken that it is old and well known in marketing to define take into account the geographic region in order to determine how often to advertise in a particular region in order to better target the ads based on the geographic areas selected. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included displaying the ads according to a particular rotation scope which defines

a display frequency of one or more geographic areas in order to obtain the above mentioned advantage.

Response to Arguments

5. Applicant's arguments have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

6. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Point of contact

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

Art Unit: 3622

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Ráquel Álvarez' Primary Examiner

Art Unit 3622

R.A. 2/8/2006